



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/16 thru 02/22

(prices in dollars per carton)

Fri. Feb 16, 2007

| SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|----------------------------|---------------|------------------------|------|--------|------|------------------------|------|--------|------|------------------------|------|--------|------|
| Feature Rate | | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | |
| | | 17.8% of 17,000 stores | | | | 21.8% of 17,000 stores | | | | 42.8% of 17,000 stores | | | |
| | | X LARGE | | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg |
| REGULAR | USDA GRADE AA | | | | | | | | | | | | |
| | White 12 pack | | | 90 | 1.37 | | | 290 | 1.01 | 10 | 0.49 | 1,160 | 0.87 |
| | White 18 pack | | | | | | | 150 | 1.66 | | | 520 | 1.48 |
| | Brown 12 pack | | | | | | | | | | | | |
| | USDA GRADE A | | | | | | | | | | | | |
| | White 12 pack | | | 1,150 | 1.41 | | | 410 | 1.06 | 280 | 0.95 | 2,340 | 0.89 |
| SPECIALTY | White 18 pack | | | | | | | 20 | 2.09 | | | 560 | 1.04 |
| | Brown 12 pack | | | | | | | 20 | 1.49 | | | 10 | 0.99 |
| | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | 570 | 3.19 | 110 | 3.59 | 570 | 3.57 | 110 | 3.59 | 250 | 3.22 |
| | OMEGA-3 | | | | | | | | | | | | |
| CAGE-FREE | White 12 pack | 240 | 2.50 | 750 | 2.13 | 20 | 2.43 | 1,210 | 2.32 | 620 | 2.49 | 1,010 | 2.43 |
| | Brown 12 pack | | | 190 | 2.89 | | | 110 | 1.99 | | | 10 | 2.50 |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | | | | | 150 | 2.39 | | | 20 | 1.69 |
| | Brown 12 pack | | | 330 | 2.72 | | | 580 | 2.47 | 610 | 2.02 | 1,200 | 2.18 |

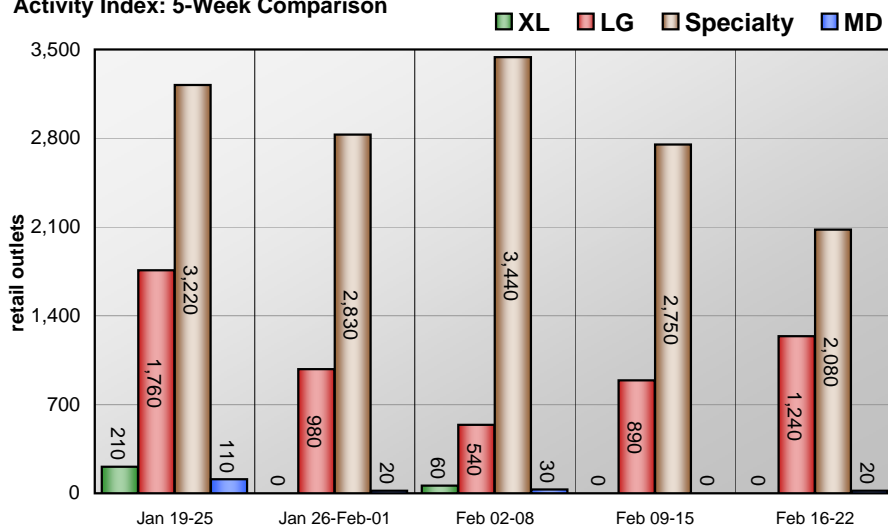
| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 1,240 | 890 | 4,880 | Large Eggs on |
| Specialty | 2,080 | 2,750 | 3,830 | Feb-12-2007 |
| Total (includes MD) | 3,340 | 3,640 | 9,150 | 471.0 |
| Special Rate 4/: | 4.2% | 11.3% | 4.1% | up 9% |

5/: 1,000's of 30-doz cases

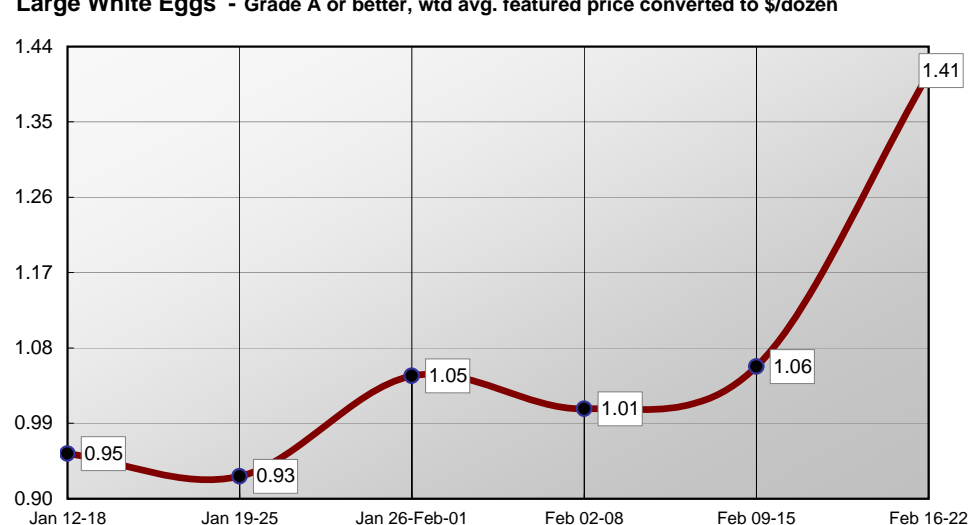
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is higher than last week, but remains dramatically lower than the same week last year. Activity for Large eggs is mainly focused on dozen packs at sharply higher prices. Medium, Extra Large, and 18 pack regular eggs are scarce. Specialty eggs ads, although not as prominent as in previous weeks, continue to show up more than regular shell eggs. Omega-3 white eggs are still in the top position followed closely by USDA Organic and Cage Free brown. Activity in the egg products sector increased slightly compared to a week ago. 32 oz. cartons are very active this ad cycle, mostly in the Southeast region.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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| | | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | |
|---|---------------|---|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|--|--------|--------|--------------|--------|--------|
| 1/ Feature Rate | | 36.8% of 3,900 sampled outlets | | | | | | 9.7% of 4,700 sampled outlets | | | | | | 15.1% of 2,800 sampled outlets | | | | | |
| 2/ Activity Index | | Activity Index = 1,970 (includes Medium) | | | | | | Activity Index = 430 (includes Medium) | | | | | | Activity Index = 410 (includes Medium) | | | | | |
| CLASS | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | |
| | | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA GRADE AA | White 12 pack | | | | 0.99 | 10 | 0.99 | | | | 1.29 | 30 | 1.29 | | | | | | |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.59 | 440 | 1.59 | | | | 0.88 - 1.59 | 300 | 1.44 | | | | 0.88 - 1.59 | 370 | 1.19 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | 0.97 20 0.97 | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.99 - 3.99 | 210 | 3.28 | | | | 3.49 - 3.59 | 90 | 3.58 | | | | 2.49 - 3.59 | 20 | 3.04 |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 2.50 | 240 | 2.50 | 1.69 - 2.50 | 730 | 2.14 | | | | 1.79 | 10 | 1.79 | | | | | | |
| | Brown 12 pack | | | | 2.99 | 170 | 2.99 | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.99 | 170 | 2.99 | | | | | | | | | | | | |
| | | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | | | | SOUTHWEST U.S. (CA,NV) | | | | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | | | | |
| 1/ Feature Rate | | 4.9% of 2,700 sampled outlets | | | | | | 19.6% of 1,900 sampled outlets | | | | | | 21.4% of 1,000 sampled outlets | | | | | |
| 2/ Activity Index | | Activity Index = 130 (includes Medium) | | | | | | Activity Index = 170 (includes Medium) | | | | | | Activity Index = 230 (includes Medium) | | | | | |
| USDA GRADE AA | White 12 pack | | | | | | | | | | | | | | | | 1.49 | 50 | 1.49 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.27 | 40 | 1.27 | | | | | | | | | | | | |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.99 | 80 | 2.99 | | | | 2.99 | 40 | 2.99 | | | | 2.99 | 130 | 2.99 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | 1.50 | 10 | 1.50 |
| | Brown 12 pack | | | | | | | | | | | | | | | | 2.00 | 20 | 2.00 |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.50 | 10 | 2.50 | | | | 2.50 | 130 | 2.50 | | | | 2.00 | 20 | 2.00 |

Note: See page 1 for explanatory notes.



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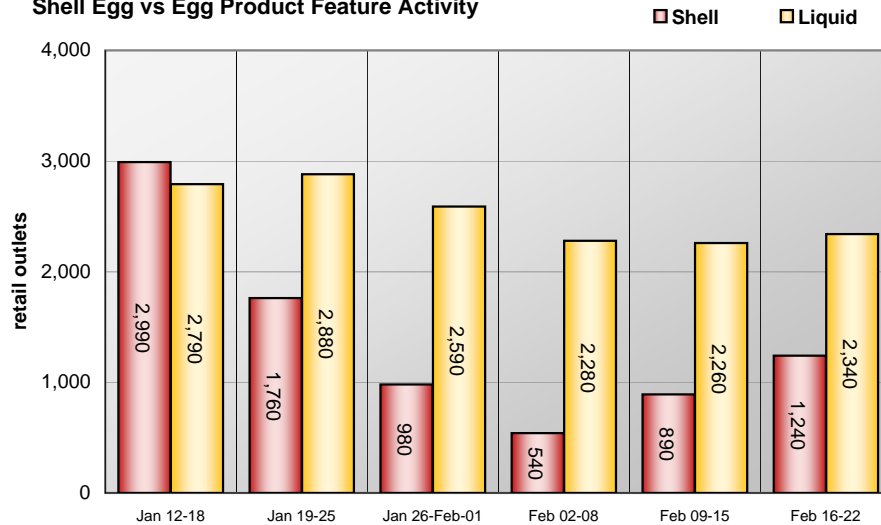
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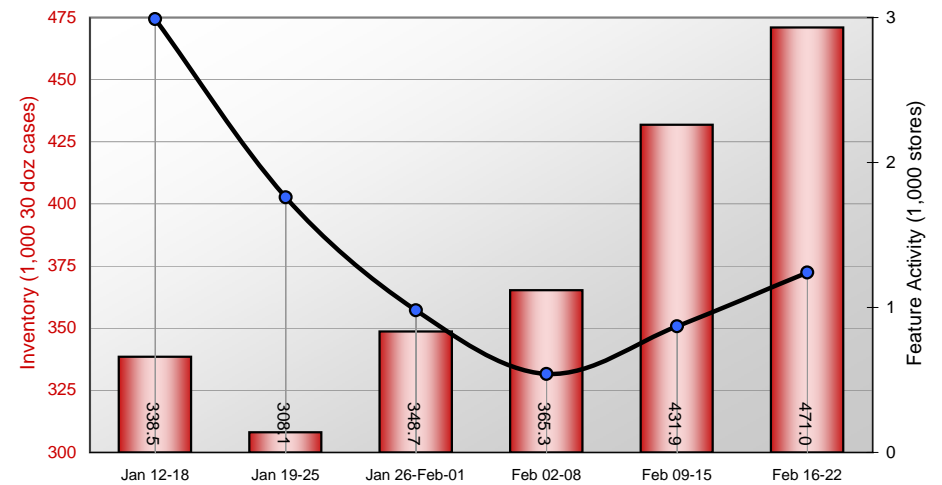
Fri. Feb 16, 2007

| EGG PRODUCTS | THIS WEEK | LAST WEEK | NORTHEAST | SOUTHEAST | MIDWEST | SOUTH CENTRAL | SOUTHWEST | NORTHWEST |
|-------------------|---------------|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1/ Feature Rate | 13.5% | 11.1% | 13.8% of 3,900 sampled | 21.9% of 4,700 sampled | 0.1% of 2,800 sampled | 17.9% of 2,700 sampled | 0.9% of 1,900 sampled | 22.0% of 1,000 sampled |
| 2/ Activity Index | 2,340 | 2,260 | Activity Index = 560 | Activity Index = 1,030 | Activity Index = 10 | Activity Index = 500 | Activity Index = 20 | Activity Index = 220 |
| | Stores Avg 3/ | Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ |
| 14-16 oz. carton | 1,090 2.10 | 2,260 2.40 | 2.00 - 2.50 310 2.45 | 2.50 30 2.50 | 2.00 10 2.00 | 1.87 - 2.00 500 1.92 | 1.99 20 1.99 | 2.00 220 2.00 |
| 32 oz. carton | 1,200 3.68 | | 2.99 - 3.59 200 3.01 | 3.79 - 3.99 1,000 3.81 | | | | |
| 3 - 4 oz. cups | 50 1.49 | | 1.49 50 1.49 | | | | | |
| 2 - 8 oz. cups | | | | | | | | |

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.